

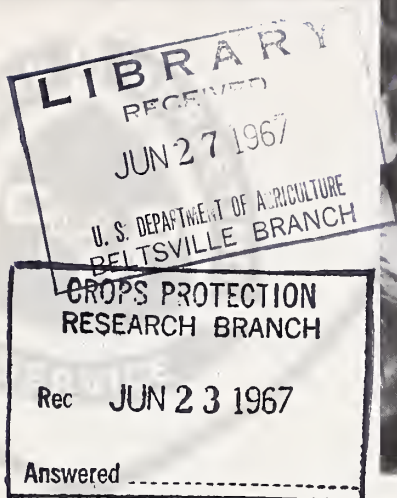
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AGRICULTURAL MARKETING



June 1967

Volume 12, Number 6



**TURKEY—
FROM FARM TO TABLE**

Processed F&V Inspection Supervisor

FOLLOW JAMES D. LYTTON around for a day and you'll get a good idea of what a processed fruit and vegetable inspector for the the U.S. Department of Agriculture's Consumer and Marketing Service does.

Lytton is based in the C&MS Humboldt, Tenn., office and is responsible for all processed fruit and vegetable inspections in Tennessee, Kentucky, eastern Arkansas and northern Mississippi.

Being officer-in-charge of the busy Humboldt office and its 14 to 20 inspectors working out of the office requires a lot of know-how. The inspectors determine quality and condition of processed fruit and vegetable products—canned, frozen, dried and dehydrated. The inspection service also covers such specialty items as jams, jellies, peanut butter, and pickles.

The inspectors visit processing operations over the four-State area to perform their voluntary fee-for-

service inspection. In some plants, a continuous inspection service is performed. This means that one or more inspectors is assigned to the processor's plant at all times to check on quality of the incoming raw products, preparation, processing, and packing operations—and the quality of the finished, processed product.

With continuous inspection a product can qualify for a USDA grade mark. U.S. Grade A is top quality, U.S. Grade B is good quality, and U.S. Grade C is standard quality, or a thrifty buy when appearance is not too important.

Lytton operates the fruit and vegetable inspection service out of new offices which include a laboratory room, accounting room, private office and storage room. His daily activities range from inspecting processed foods to supervising other inspectors and training new men plus contacts with people in the

food industry.

The same responsibility and devotion to public service that influences his work for C&MS carries through to Lytton's after-hours activities. He is active in charity and church work and takes part in civic work.

Jim Lytton's job is typical of the many services performed by personnel of USDA's Consumer and Marketing Service.

Jim Lytton inspects raw material in a plant.



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COVER STORY

C&MS underwrites the wholesomeness and quality of most of the turkey and turkey products we eat. See pages 8, 9.



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Your Imported Canned Meats Are Inspected

To assure you of wholesomeness and truthful labeling

(**E**DITOR'S NOTE: *This is the first of a two-part series on the inspection of imported meat and meat products.*)

Canned hams from Denmark . . . canned meatballs from Holland . . . dried sausage from Italy . . . canned corned beef from Argentina . . . bacon from Canada . . . and beef jerky from Mexico. These are just a few of the numerous processed meat products imported into the United States every year from approximately 30 countries.

And, assuring you that all imported products are wholesome is part of the job of Federal meat inspectors in the U.S. Department of Agriculture's Consumer and Marketing Service.

The United States imports meat in two forms—fresh-frozen boneless meat, which is processed into various products after importation, and processed meat products ready for retail distribution. Both are carefully inspected before they enter this country.

In fact, before any country can ship meat products to the United States, their meat inspection system must be approved by USDA as being comparable to that required in this country. Veterinarians from USDA's Consumer and Marketing Service regularly check the foreign government's system and exporting plants to assure American consumers that products coming from these plants meet the same standards applied to our own meat packers.

When each shipment leaves a country destined for the U.S., a veterinary official of that country's meat inspection system signs an official meat inspection certificate. The certificate identifies the shipment, name of the shipper, the official number of the plant from which it originated, and provides other information necessary for ef-

ficient inspection at the U.S. port of entry. At the U.S. port, it is the job of C&MS import meat inspectors to recheck each shipment to assure consumers that the product is wholesome and conforms with the same standards of composition as comparable domestic product produced under Federal meat inspection.

An average shipment of meat products from foreign countries is 5,000 cases, each containing from 6-24 cans. After selecting a statistically based number of samples, the import meat inspector:

- *Checks the label against the one previously approved by C&MS for use on the particular product being inspected. C&MS must approve the label for each imported meat product before it is marketed.

- *Checks the gross weight.

- *Empties the can, washes it out, and then weighs the can and any other packaging material to check the tare weight. Canned meat products imported into the U.S. must meet strict tolerances for weight, as do those produced domestically for interstate sale in the U.S.

- *Checks the product itself, draw-

ing on years of processing plant experience to determine if the product's characteristics agree with the label description. The product is sliced or broken up for thorough examination.

- *Makes random selections of imported products to be sent to a laboratory for analysis.

The inspector also checks the history of the originating plant to determine what statistical basis to use in inspecting the product.

Only after inspection has been completed and the meat deemed wholesome and otherwise acceptable will a product be allowed to enter the U.S. If the product does not comply with USDA meat inspection regulations, it will be refused entry, as were some 3.4 million pounds of canned meat products during fiscal year 1966.

Imported processed meat products inspected and passed by USDA are easily recognized in supermarkets, since each can must bear in a prominent place the name of the country from which it originated, such as a ham labeled "Product of Denmark."

The meat may be eaten with the assurance that it has been prepared in a country having a meat inspection system similar to that of the U.S., that it was re-inspected upon entry into the U.S., and that it has been passed for wholesomeness and proper composition by meat inspectors of the USDA's Consumer and Marketing Service.

If the product does not comply with USDA meat inspection regulations, it is rejected.



kid pleasin' meals around these 4 food groups



Home economists demonstrate how to make economical meals around the four basic food groups at Howard University Lab.

Consumer Food Economics

A D.C. course on getting the most from food stamps.

A class of 40 attend the eight-week course, "Consumer Food Economics."





C&MS meat specialist invites a student to help demonstrate economical ways with meat.



Student divides chuck roast for three meals.

In Washington, D.C., representatives of community organizations, business interests, and Federal and District agencies banded together on the "Operation Food Stamps For Health Committee." This group helps low-income families improve their food habits and get maximum benefit from the D.C. Food Stamp Program. The program is administered nationally by the Consumer and Marketing Service of the U.S. Department of Agriculture.

A significant committee project was an eight-week course in "Consumer Food Economics," designed to help neighbor help neighbor. Home-based at CHANGE Inc.'s (local anti-poverty organization) OEO-sponsored Neighborhood Development Center in the Cardozo area of Washington, D.C., the weekly, two-hour classes were for Center workers, and neighborhood residents eligible for food stamps.

The class of about 40 studied the family food budget, shopping, nutrition, menu planning, food preparation, sanitation, food storage, and benefits of taking part in the Food Stamp Program.

Guest lecturers, special tours, and active class participation gave the

program vitality and appeal for the students, many of whom made personal sacrifices to attend classes. A field trip to the food storage facilities of a leading D.C. grocery chain . . . a special food and nutrition lesson conducted in a foods laboratory of Howard University . . . a presentation by a consumer representative of the Food and Drug Administration were highlights of the training course.

Another headliner was Sandra Brookover, meat specialist with the C&MS Livestock Division, who invited members of the class to help demonstrate money-saving ways to buy and prepare meat.

Although he had never cut meat before, student Robert Rippey successfully demonstrated how to divide a chuck roast for three meals. A round of applause elected him class hero.

Certificates of achievement were awarded at "graduation," held in a nearby church. Mrs. Orville L. Freeman, wife of the U.S. Secretary of Agriculture, told the graduates: "You can perform a real service by showing others ways they can participate in the Food Stamp Program. You will help them achieve a higher

standard of living, better nutrition, better health. Experience has shown that the person-to-person contact of the neighborhood worker is one of the most effective avenues of consumer education."

The goal of this pilot program in consumer food economics is to point the way for similar programs in other neighborhoods in the District of Columbia, as well as in other communities.



Mrs. Freeman and Mrs. Ruth Webster, President of CHANGE, Inc., present certificate of achievement to a neighborhood worker at course graduation.

This map shows as of Jan. 1, 1967, milk marketing areas across the Nation covered by the 73 Federal milk marketing orders. These areas include most of the Nation's major population centers. At the start of 1967, some 114 million Americans living in these areas were getting their milk supply through dealers operating under Federal

THEY EAT BREAKFAST AT SCHOOL

*About 60,000 youngsters
are getting breakfast
at school under the
1966 Child Nutrition Act.*



THE CHILD NUTRITION Act of 1966 is helping close the nutrition gap for some of America's children. In the past few months:

- A school breakfast program came to Villa Ursula School, on an Indian reservation in St. Ignatius, Montana, where 75 percent of the families have an average yearly income below \$2,000, and many children travel 25 miles to school.
- Kyrene School in Tempe, Arizona, entered the program because 99 percent of the children bus-ride to school from a 65 square mile area. Most of the children are charged 15 cents for a breakfast which, on the first day, featured sliced peaches, scrambled eggs, hot biscuits and milk.
- Without a kitchen, dining room, tables or chairs, Our Lady of Guadalupe School, Del Rio, opened the first school breakfast program in Texas. More than 200 students ate nutritious breakfasts of oranges, sweet rolls and milk. As soon as kitchen and dining room equipment are installed Sister Maria Felisa, CCVI, the principal, pointed out, "Our menus will include hot cereal, hot breads, eggs, bacon, ham, and other breakfast proteins."

Similarly, in 1966 more than 400 schools in 45 States, and in the District of Columbia, Puerto Rico, Guam and American Samoa were able to help nearly 60,000 youngsters start their school day with a nutritious breakfast at school for the first time as the two-year pilot program got underway to study the role of breakfasts in the total education process. About half of the children, because of need, were given breakfast free or at reduced prices.

For children who come to school

hungry because there is no breakfast at home, for children whose schools lack food serving equipment, and for children who must travel long distances to school and often arrive hungry, the Child Nutrition Act of 1966 makes nutritional help possible through the U.S. Department of Agriculture.

As it does for lunch programs under the long-established National School Lunch Act, USDA's Consumer and Marketing Service provides some cash and donated foods to the States under the Child Nutrition Act to pay part of the food costs of the pilot breakfast program. In addition, limited funds to help schools buy food service equipment were available this year under the new Act, and a few schools were able to get some basic kitchen and serving equipment to start not only a breakfast program but also a lunch program.

One expression of how nutrition can help children came from Miss Elizabeth Ragland, a teacher at Lexington Junior High in Kentucky: "When you've taught as long as I have (30 years), you learn to recognize a hungry look. I've seen it before. The students tell me the breakfasts make them feel better. And I feel that their eyes are brighter." Miss Ragland's observation was echoed by another teacher, at Western Union School in Waxhaw, North Carolina, who said, "The children are more alert now that they are getting something to eat."

Nutrition standards developed by the Consumer and Marketing Service in cooperation with the Agricultural Research Service require that school breakfasts include one-half pint of milk, one-half cup of fruit or

full-strength fruit or vegetable juice, and either whole grain or enriched bread, rolls, muffins or three-quarters cup of whole grain cereal. Eggs, meat or other protein-rich foods will be served as often as practical.

When the breakfast program was started at St. Jude School in Sumter, South Carolina, the principal was skeptical, but later said: "I have seen a three-fold advantage in the short time the program has been in existence. First, there is more enthusiasm on the part of the students. Second, there is more spirit and life in the children. Third, for many, this is a social outlet that they have been missing at home. Many go to breakfast not only because they are hungry, but for a chance to be with their friends. I feel that this is important. If the breakfast program succeeds, the social aspect will be a contributing factor. There is a large number of children who do not have meals at home with their families. I feel there is a distinct craving for this, and the school breakfast has provided a substitute."

"What makes you feel good about this program," one lunch worker says, "is seeing the ones who come through who have 5 cents for breakfast but can't afford 40 cents for lunch. I've seen some youngsters in here for breakfast that I've never seen in the lunchroom before."

Last month, in a review meeting with a group of State school lunch directors, Herbert D. Rorex, Director of C&MS' School Lunch Division, summarized the first few months of the breakfast program as "a small but promising beginning that sets the stage for a true test next year of the breakfast role in child nutrition."

C&MS' Role in Getting

TURKEY

From Farm

THAT STRANGE LOOKING character on the right is *Meleagris gallopavo*. This is the Latin name for the popular year-round American food—turkey!

Getting *Meleagris gallopavo* from the farm to the dinner table requires team work—involving literally thousands of people in all stages of marketing. The Poultry Division of the Consumer and Marketing Service, U.S. Department of Agriculture, is an important part of this team, underwriting the wholesomeness and quality of most of the turkey and turkey products we eat.

All turkey processed in plants dealing in interstate commerce must, by Federal law, be inspected for wholesomeness. In addition, practically all of the turkeys inspected are also graded for quality by C&MS on a voluntary fee-for-service basis. A turkey carrying the round USDA inspection mark and the USDA grade A shield (top) is not only safe to eat but is of the highest table quality. Incidentally, turkeys will be plentiful in July.

In a way, you might say that C&MS is for the birds. Turkeys, that is.



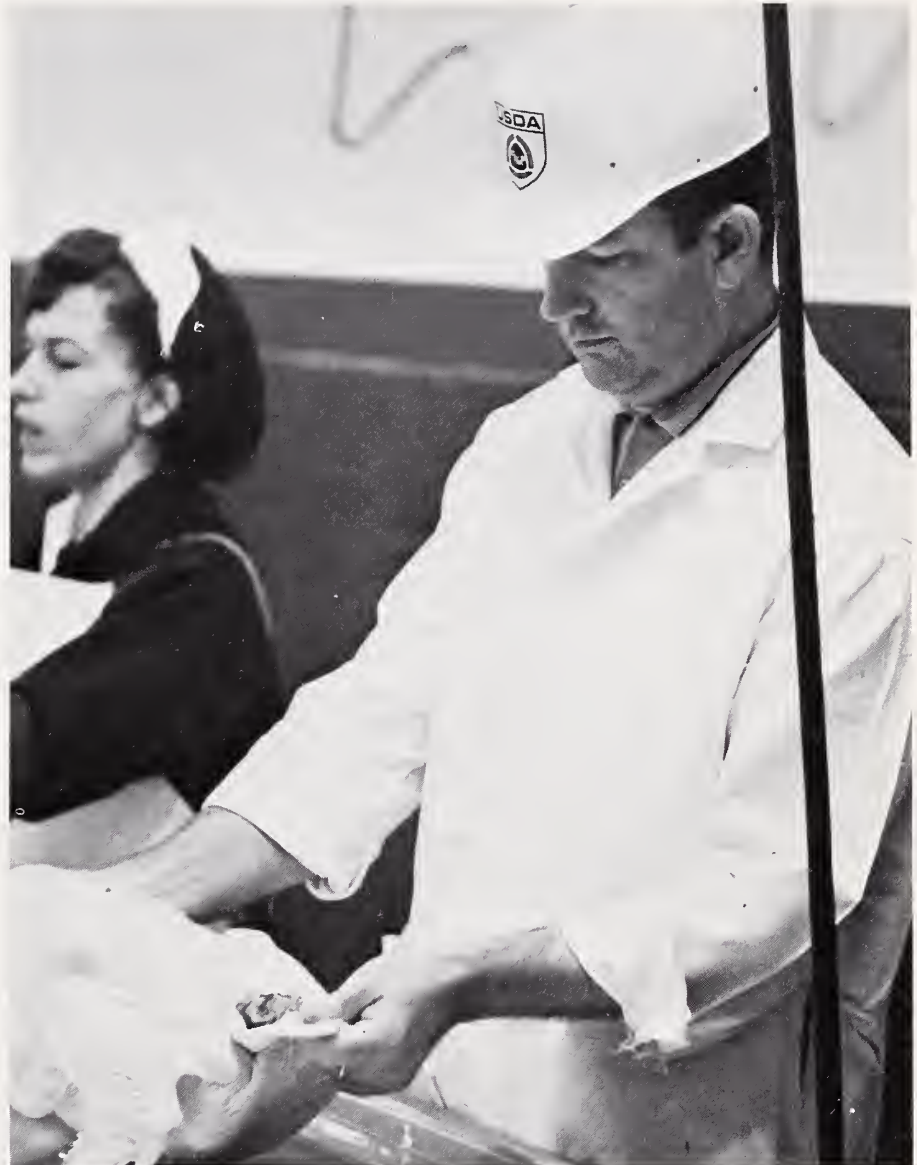
. . . To



arm . . .



Table



To help assure consumers of a wholesome, high quality product, C&MS maintains a highly skilled force of inspectors (upper left) and graders (above) in scores of plants around the country. No less important to

the job of marketing turkeys is modern packaging (bottom left) which protects the marketing process. Shortly after processing and packaging, most turkeys are quick frozen.

To meet the growing demands of modern agriculture

States Can Team Up Against Common

By Alexander Swantz

(EXCERPTED FROM A SPEECH given by the author, before the National Marketing Service Workshop in Lincoln, Nebraska, April 13, 1967.)

We must face the fact that power in the marketplace is shifting more and more to the urban consumer and to the mass-merchandising complex catering to that consumer.

The structure of our food marketing system is changing rapidly. There are fewer and larger firms at each stage in the production-marketing process. There are new ways of doing business. There is a swing from a production to a marketing orientation. The thrust now is to produce for a market, not just to market whatever is produced.

And, more than ever before, the changing structure of agricultural markets is no respecter of State boundaries. The markets served by the new mass-merchandising complex have expanded geographically. More and more, marketing firms are being managed from a national headquarters. One agricultural area can be pitted against another, just as one producer used to be pitted against another by the local or Statewide marketing firm.

Many other changes in farming and marketing are breaking down the economic significance of the State boundary. Cooperatives operating in different States are merging. Regional cooperative marketing groups are being formed. Vertical integration is proceeding backward and forward. Contract farming is expanding. And such government programs as individual marketing orders are being merged into regional programs.

A Growing Interdependency

What conclusions can we draw

from these trends? Through this all runs a theme of growing *interdependency*.

Ours is the most highly developed country in the world. The speed of our technological change has made it so. That kind of change will continue, and it will force our production-marketing system for food and fibers to become more interdependent, more interrelated.

It will force our State and Federal marketing agencies to coordinate and integrate our separate programs and services into a unified, internally consistent system.

In the years ahead, the role of government—Federal, State and local—in the marketing of food and fiber will be broader, more significant, but less intrusive. The broad

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shift will be toward serving as the insurer of equity and the protector against fraud and unfair competition.

We'll see a market freer of government intervention than ever before—where pursuit of profit is still the legitimate goal, but tempered by effective competition, based on quality and price—where businesses succeed or fail on the basis of their enterprise, initiative, and performance.

Moreover, the safety and wholesomeness of all foods will be absolute—and the labeling will be completely informative. Consumers will be able to easily make meaningful choices among the great number of products from which they have to choose.

How do we get there from here?

One thing is certain—these things will not come about automatically. We must take the necessary steps and move in the right direction to make them come true. That's one of the missions of the marketing services work of Federal and State governments, under the Matching Fund Program.

Marketing Services' Goal

It is a major goal of departments of agriculture at the State and national level to provide a group of programs and services to maintain and strengthen the competitive marketing system for food and farm products; to aid that system in achieving both efficiency and equity; and to help assure that it operates in the public interest.

The crucial question is: how can we insure that we take a coordinated, consistent position on actions affecting the way the production-marketing system is permitted or encouraged to perform?

One of the most effective ways of accomplishing this is to encourage joint action—the kind of cooperative effort that flows from a regional undertaking where USDA assists a team of States in working on a common marketing service problem or program.

Change and interdependency are the recurring themes of our time. And change comes faster each day. With this change comes more interdependency between individual specialists, more interdependency between State and Federal governments, and more interdependency between nations.

As more of our pressing problems become regional and national in character, it compels us to attack them on that basis. USDA has an obligation to help develop multi-

Marketing Problems

state/regional projects in those situations where the Nation's objectives and goals are involved. The Federal government, of course, is committed to encourage the free flow of goods across State lines, and cannot support programs that create State trade barriers.

Providing Technical Assistance

A major advantage of the multi-state approach is that you can choose experts in several fields from several States, pool their talents, and zero in on a significant problem. In this situation USDA could supplement the multistate/regional effort by supplying part of the talent or resources needed to field a balanced team.

We could provide additional technical assistance through the direct loan of individuals for work with multistate groups on specific problems.

We could play a greater role in training State personnel for new and broader responsibilities. As an example, our Transportation and Warehouse Division in C&MS has given orientation in transportation problems, procedures, and processes to State personnel. We stand ready to help others in the same way.

USDA—alone and working through the Federal-State Experiment Station system—conducts basic and applied research over a wide spectrum of marketing activities. Are we making full use of this resource? Couldn't future multistate programs benefit from greater use of these research facilities? Do we have areas where work plans are made on the basis of intuition rather than hard facts? Research might provide a more factual basis for making many such decisions. Perhaps more effort should be given to determining areas of needed research and ways of getting that re-

search done.

Need for Uniformity

The National Commission on Food Marketing in a study of our food marketing system concluded that there was need for a greater uniformity among State regulations and between State and Federal regulations.

If our aim is to accomplish this, then we should devote more joint resources to:

1. developing model laws, codes, and recommended standards for adoption by all States.
2. developing uniform, standardized procedures and regulations,
3. encouraging and strengthening Federal-State programs, and
4. sharing our dual responsibilities.

Creative Cooperation

It's a major policy of the Federal government today to work with State and local governments in a spirit of creative cooperation. In line with this, it's a major objective of USDA to give thrust and meaning—viability—to any cooperative effort suggested by multistate/regional groups.

An interesting aspect of "creative federalism" is the wide variety of legal mechanisms being used to weld Federal, State, and local governments into a unified group. It is often necessary to create special regional authorities and districts to have a legal structure that can cut across city, county and State boundaries and get a job accomplished. In this respect we are fortunate, for the Matching Funds Program gives us a solid basis for continuing to work through established State governments—and multistate and regional groupings—to solve those problems that transcend State boundaries.

JUNE IS DAIRY MONTH



THE DAIRY INDUSTRY—for the 31st year—is again celebrating "June is Dairy Month." And the U.S. Department of Agriculture's Consumer and Marketing Service is again calling consumers' attention to the vital part that milk and dairy products play in their daily diets.

Traditionally, the May-June period is the seasonal high level of production. Although milk and dairy products are year-round favorites, they are particularly inviting for summertime fare due to their wide variety and ease and versatility of uses. Whether they are included in indoor or outdoor meals, there's hardly any menu in which they cannot prove a valuable addition, for dairy products supply significant amounts of all the necessary food nutrients.

As in the past, all segments of the dairy industry will aid in the celebration of "June is Dairy Month" and Federal, State, and local cooperation will characterize the entire program. Many governors of various States, as well as mayors, will issue proclamations, and a beautiful young dairy princess has been chosen to travel across the country to spread the message of nutritious milk and dairy products. She is Miss Carol Armacost, of Upperco, Maryland.

CONSUMER AND MARKETING BRIEFS

Selected short items on C&MS activities in consumer protection, marketing services, market regulation, and consumer food programs.

NEW C&MS PUBLICATIONS AND FILMS

The following publications have come off press since March 1967: AIB-318, *Annual Cotton Quality Survey Summary—Crop of 1966*; PA-645, *U.S. Department of Agriculture's Food Stamp Program* (slightly revised, Dec. 1966); PA-708, *How to use USDA Grades in Buying Food* (slightly revised, January 1967); PA-794, *What Food Retailers Should Know about the PACA*; PA-797, *Different Grades and Staple Lengths from the Same Load of Cotton*; SB-393, *Annual Summary of Dairy Market Statistics—1966*; SB-394, *Annual Summary of Poultry Market Statistics—1966*. Single copies are available free by postcard request from Office of Information, U.S. Department of Agriculture, Washington, D.C. 20250. Please order by number and title.

Available free from Information Division, Consumer and Marketing Service, U.S. Department of Agriculture, Washington, D.C. 20250 are AMG-54, *1967 Acreage Marketing Guide—Summer and Fall Vegetables, Melons and Sweetpotatoes*; AMG-55, *1967 Acreage Marketing Guide—Vegetables for Commercial Processing*; C&MS-2 (1966), *Molasses Market News—Annual Summary for 1966*; C&MS-11, *Packaged Fluid Milk Sales in Federal Milk Order Markets—During November 1965*; C&MS-17, *Directory of State Departments of Agriculture*; C&MS-52, *Codex Alimentarius Commission* (revised March 1967); C&MS-53, *List of Available Publications of Consumer and Marketing Service*; C&MS-54, *Federal Meat Inspection—A Statistical Summary for 1966*.

Write to Fruit and Vegetable Division, Consumer and Marketing Service, Washington, D.C. 20250 for a free copy of C&MS-3, *Fresh Fruit and Vegetable Unloads in Eastern Cities—Calendar Year 1966*; C&MS-4, *Fresh Fruit and Vegetable Unloads in Western Cities—Calendar Year 1966*; C&MS-5, *Fresh Fruit and Vegetable Unloads in Midwestern Cities—Calendar Year 1966*; C&MS-6, *Fresh Fruit and Vegetable Unloads in Southern Cities—Calendar Year 1966*; C&MS-7, *Fresh Fruit and Vegetable Unloads—Totals in 41 Cities—Calendar Year 1966*.

Please include your zip code with your publications requests.

Two new films are available with Spanish language sound tracks for free distribution from the U.S. Department of Agriculture:

—*Packers and Stockyards Act*, a three-minute TV feature, shows P&S Act requirements on bills of sale, etc. Address requests for it to USDA, Consumer and Marketing Service, Information Division, Washington, D.C. 20250.

—*It Happens Every Noon* is a 13½-minute color film showing how all communities can benefit from the School Lunch Program. Write for it to USDA, Office of Information, Motion Picture Service, Washington, D.C. 20250.

Please indicate the date you want the film, an alternate date, and whether you want the English or Spanish version. They are 16mm, sound-on-film and have been cleared for television use.

PLENTIFUL FOODS FOR JUNE

The merry month of June will offer thrift-minded housewives a wide variety of plentiful foods, according to the roster of the U.S. Department of Agriculture's Consumer and Marketing Service. The June Plentiful Foods List includes orange juice, from this year's record-

breaking crop of oranges, also always-popular eggs, potatoes, milk and dairy products, dry beans and beef.

The pack of frozen orange concentrate in Florida on April 1 had climbed to slightly more than 66 million gallons. That's about 65% larger than a year earlier. There'll also be plenty of canned single strength orange juice on hand, as well as a large pack of chilled orange juice.

Supplies of potatoes are also very large, and egg production is running ahead of a year earlier. June is Dairy Month; that usually means peak production of milk and dairy products.

Housewives' favorite meat counters should be well supplied with their favorite cuts of beef, and protein-rich dry beans will also be plentiful.

POULTRY FOR A BILLION-DOLLAR MARKET

How much is a thousand million dollars? That's how much consumers will probably spend this year on convenience foods containing chicken and turkey! It is estimated that consumers will spend approximately one billion dollars on such diverse, and good-tasting, items as boneless turkey and chicken roasts, chicken a-la-king, chicken and turkey bar-b-q, chicken breasts, thighs, chicken pizza, gravy and sliced turkey, chicken ravioli, and many others. The Poultry Division of USDA's Consumer and Marketing Service inspects for wholesomeness all of these products produced in plants which ship across State lines. It also grades some of them—like the boneless poultry roast—for quality.

GRAIN REPORTER NOW "RIDING THE RANGE"

Reporting on auction sales of livestock is a problem for the Feder-

al-State market news service, since most auctions operate only one or two days a week. That's hardly enough to give full-time employment to a reporter unless there are many such auctions within a compact geographic area and the sales are spread out through the week.

But there is another solution—one that was put into use in Arkansas recently: use the services of a reporter who regularly reports on some other commodity in the area where the auctions are held. Cross-commodity reporting is what they call it in the Consumer and Marketing Service, the U.S. Department of Agriculture agency which operates the Federal-State market news service across the Nation.

The C&MS grain reporter stationed at Little Rock is now also regularly reporting on two nearby auction sales of cattle, calves, and hogs, held each Monday and Wednesday.

It takes special training to report livestock sales—the reporter has to know the USDA grades and be able to judge the grade of each animal as it is sold, so as to report prices paid by grade. Grain Reporter Charles Hunley got his training in this art at the Memphis Livestock Market News Office before he began reporting on the Arkansas auctions on April 3.

Now Hunley's reports on the auction sales are keeping Arkansas livestock producers informed on the number of animals sold at each yard, trade activity, and trends and prices according to class, grade, and weight. In addition, because of the growing importance of the Arkansas livestock industry, the reports go also to other major markets over USDA's market news teletype system.

"DEAR UNCLE SAM"

Mt. Mourne School
Mt. Mourne, North Carolina
Feb. 20, 1967
Dear Uncle Sam,

I haven't missed a day in school so far. Every day we've had good food. Anyway, I've enjoyed it. Here are some foods I like best: chicken,

tomatoes, pears, beef roast, grits and butter.

Everybody in my room is writing to you except for the absent ones.

For history we have been studying "Symbols of American Freedom." We've got you down as one. James Covington drew a picture of you. Now he is painting the picture.

Oh, I forgot to ask you something. Do you read your letters?

Sincerely yours,
Jennie Susan Donaldson

ILLUSTRATED FOOD FLYERS TO AID NUTRITION EDUCATION

To help nutrition education efforts for families taking part in the Family Food Donation or Food Stamp Program, USDA nutritionists have prepared a series of 21 food and recipe flyers, *Food for Thrifty Families*. The set includes an illustrated version of the *Daily Food Guide*, showing a variety of low-cost choices within the four basic food groups needed for a good diet. The food guide is also available in poster size for classes and demonstrations.

Limited supplies of free food flyers and the poster are available singly and in bulk quantities for teaching programs tied in with the Food Stamp or Family Food Donation Program. Nutrition committees can write to the Consumer and Marketing Service, Information Division, U.S. Department of Agriculture, Washington, D.C. 20250 or contact their District C&MS Consumer Food Programs office in New York, Atlanta, Dallas, Chicago or San Francisco.

County extension agents needing these materials should write to their State extension office, requesting *Food for Thrifty Families*—a teaching kit for low-income families. It includes the food and recipe flyers plus a handbook for professional home economists and idea leaflets for program aides or neighborhood workers.

Other program leaders may buy the complete teaching kit (USDA Packet-B) for \$1.50 from the Superintendent of Documents, Government Printing Office, Washington, D.C. 20402.

FOOD TIPS

—from USDA's Consumer
and Marketing Service

Round steak can be economical because there's little waste. Each section has different uses. The top round can be broiled when it's USDA Prime or Choice grade. The eye of the round can also be broiled when it's top grade. Bottom round is excellent for braising as Swiss Steak.

* * *

Buying one of the new boneless *poultry roasts*? Look for the USDA Grade A shield on the package — that's your assurance that the roast was made from U.S. Grade A poultry meat. To carry the U.S. grade mark, the product must be made from poultry meat which has passed U.S. Department of Agriculture inspection for wholesomeness. The roast must be prepared under the supervision of USDA poultry inspectors—assurance that it's wholesome and prepared under sanitary conditions.

* * *

There are four ways to pick out a good *cantaloup*. First, look for a smooth shallow stem scar. Second, check the netting or veining. It should be thick, coarse, high-ridged, and stand out in bold relief on the surface. Third, check the "ground" color between the netting. As the melon ripens, the color will change from green to a yellowish-buff, yellowish-gray, or pale yellow.

Fourth, check firmness, gently, with both hands. The melon, especially the blossom end, should yield a little. It is best to select melons ripe enough to be eaten, rather than trying to let them ripen at home.

Meat Trade Reports — 50 Years of Change

These reports have kept pace with the changing marketing structure — and have become increasingly valuable to producers and packers.

By Roy Rockenbach

PRODUCERS OF THE NATION'S BEEF, pork, lamb, and veal supplies need reliable information on trading — data for decision — for orderly, profitable marketing.

For fifty years the Livestock Division of the U.S. Department of Agriculture's Consumer and Marketing Service has provided market information on wholesale meat trading — meat trade reports — as part of its service to these producers and to meat packers.

Requests from the industry for such information first prompted USDA to start a regular wholesale meat reporting service. The first meat trade reports were issued in 1917 in Boston, Philadelphia, and New York — the large meat-consuming areas.

Today the meat trade reports are the oldest and at the same time some of the newest of the market news reports issued.

The meat trade reports contain daily information on supply, demand, prices, and price trends with emphasis on carlot quantities for major wholesale centers throughout the country. Each center issues a meat trade report, "localized" for that area.

Daily meat trade reports are now being issued in New York, Philadelphia, Chicago, Des Moines, Omaha, Denver, and Los Angeles. Two or three reports a week are issued in San Francisco and the Portland-Seattle area. Once a week reports are issued in Houston, Baltimore, Tulsa, San Antonio, and Ft. Worth.

In addition, a weekly index, issued from Washington, D. C., gives the national trend of meat movement and prices.

Meat trade reports give producers a guide for marketing their live-

stock. They give packers an idea of how much meat is in the marketing channels now and how much will soon be available.

This market information, which is important for an orderly flow of wholesale meat in the trading channels, is disseminated by radio, television, newspapers, trade magazines, and mimeographed reports. Information on the wholesale meat market also goes out over USDA's 20,000-mile leased wire network, so that it is available, simultaneously, across the Nation.

Early reporting of the meat trade was hindered in the beginning by a lack of common terms. The adoption of Federal grades as the basis for reporting prices provided more specific and more easily understood terminology for industry members.

The author is Chief of the Market News Branch, Livestock Division, C&MS, USDA.

The meat trade reports, which started as mimeographed forms with a circulation of 1,750,000 copies in 3 cities, have grown into one of the most important forms of market news available today.

Livestock producers now often sell directly to meat packers, bypassing the central markets where prices traditionally have been established. This means they necessarily rely to a greater extent on meat trade reports to get an idea of the price they might expect to get for their livestock.

One of the reasons producers are doing more direct selling is that packers have been moving their plants from the cities into the production areas. This, in turn, means

that the Federal-State market news service must follow the packers into the production areas to collect the data for meat trade reports.

For instance, in December 1966, a new Federal-State market news report was started to cover the carlot meat trade in Iowa and in portions of adjacent States. This report was inaugurated by USDA, in cooperation with the Iowa Department of Agriculture, because this area now accounts for almost one third of the pork and beef marketed in the United States.

The new "Iowa report" covers meat sales from 50 packing houses in Iowa and nearby areas and includes information on the prices these packers receive daily for beef and pork carcasses and cuts of various weights and grades.

This report has proved a valuable marketing tool — it is now disseminated across the Nation at the request of both the meat trade and livestock producers.

Meat prices are becoming more closely related to livestock prices as more and more live animals are sold on a carcass basis. As a result, there is a growing demand for more meat sales information. Though they were started first, meat trade reports were overshadowed for many years by market news on livestock sales at terminal and auction markets.

During their 50-year existence, meat trade reports have undergone many changes, but the history of Livestock Market News shows that this service has never been static. Both the meat reports and the market news service have been constantly changing to keep pace with the evolving marketing structure and to provide meaningful service to the livestock and meat industry.

HATS OFF TO A RAISIN- PROBLEM SOLVER

By F. L. Southerland

A GOOD SOLUTION To A problem sometimes comes in an unlikely-looking form.

Such was the case with a raisin problem in California. Under terms of a Federal marketing order, all growers' deliveries of natural-condition raisins to packing plants must be inspected for quality and condition by graders of the U.S. Department of Agriculture's Consumer and Marketing Service.

The problem, which came to a head with a bumper 1966 raisin crop of nearly 280,000 tons, was the need for more rapid and more accurate means of inspecting growers' raisins for maturity.

The solution—pictured at right—was a machine known as an "airstream maturity sorter." No matter that it looks like something put together with a kid's erector set—it works.

What does it do? With a flick of a switch, it rapidly determines the amount of undeveloped and immature raisins in a sample. It takes a well-trained raisin inspector about 40 minutes to sort a one-pound sample by hand. It takes the machine only 10 minutes.

The machine was first put into official use for inspection of natural-condition raisins from the 1966 crop

An unlovely but highly practical machine provides rapid and accurate inspection of raisin maturity.

in the San Joaquin Valley. About 260,000 tons of the California crop that season were of sun-dried Thompson Seedless variety on which the machine can be used.

But of course the machine had been under development long before its debut—some 15 years, in fact. The original concept came from a California research firm. USDA entered into a contract with the firm to test the principle and develop a working model. The result: the present unlovely but highly practical airstream sorter.

The airstream sorter works like this: The raisins are fed into an updraft airstream. Light weight, immature raisins are blown upward and over into one chamber. Heavy, meaty raisins fall down through the

airstream into another chamber. To provide the necessary accuracy, the airstream is a temperature-controlled, closed system.

This provides a rapid, accurate and completely objective test of maturity—and relieves C&MS inspectors of at least one difficult decision in their raisin grading work.

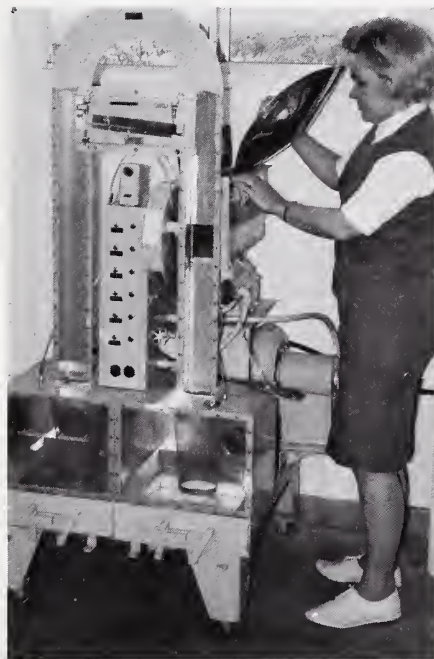
The author is Deputy Director of the Fruit and Vegetable Division, C&MS, USDA.

In addition to the maturity requirements, raisins must also meet quality and condition requirements for soundness, wholesomeness, color, flavor, and odor. And they must not exceed a specific moisture content. Rigid restrictions are also placed on mold, foreign material, and damaged raisins.

These requirements are set by the raisin industry itself, under terms of the Federal marketing order instituted by the growers and handlers. By using the Federal order to control the quality of the raisins marketed, the industry seeks to create buyer confidence in its product and to create a more stable market.

The order requires inspection of all deliveries to determine acceptability under the marketing order standards. Maturity counts heavily in this quality determination.

Both growers and inspectors, therefore, are happy with the airstream sorter that takes the human element out of the judgment on maturity. Inspectors report that the device is not only more accurate than hand sorting but it also serves to speed up the whole inspection process on growers' raisin deliveries. So, hats off to a problem-solving machine!



Airstream maturity sorter handles in 10 minutes what it takes a well trained raisin inspector about 40 minutes to do by hand.

OFFICIAL BUSINESS

"SERVICE"—C&MS' DAIRY DIVISION Takes It Seriously

To help both industry and consumers, it offers four major types of services.

SERVICE. THAT'S IMPORTANT in today's world of manufacturing, marketing and buying.

To better serve both the dairy industry and consumers, the Consumer and Marketing Service of the U.S. Department of Agriculture provides modern, comprehensive services. Through its Dairy Division, C&MS makes available four major types of services. All these are voluntary, paid for by the company or institution getting the service.

Inspection and Grading

The oldest of these services is inspection and grading, to provide impartial and uniform quality evaluation on the basis of recognized standards.

Grading is an aid in buying and selling. Some products, such as butter, carry the official grade mark so that consumers often can buy by grade. Official grading can be performed at manufacturing plants, receiving and shipping points, or import and export points.

Grading stimulates dairy product manufacturers to produce uniformly high quality and stable products which will bring "top quality" prices. The manufacturer, in turn, encourages the producer to produce top quality milk and cream.

An "Acceptance Service" is available to institutions, such as state hospitals, schools, restaurants, and steamship companies.

Under this service, a grader inspects the dairy products to see that they meet specifications for quality and wholesomeness in the buyer's contract to purchase. If requested, the grader can help to draw up the specifications.

All dairy products sold to the Federal Government under the dairy price support program must be inspected. This assures compliance with specifications in the purchase announcements and helps assure that the products will maintain their quality in storage.

Survey Program

Another service is the dairy plant survey (inspection) program which informs the plant manager about the quality of the raw material, sanitation, condition of the plant and equipment, and processing procedures—factors affecting the quality of the finished product.

Each survey report covers more than 100 items, and each is tailored to the kind of plant surveyed. These include plants manufacturing and processing dairy products such as cheese, dry milk, and butter.

The survey, made by a trained USDA inspector, serves to point out to the plant manager anything wrong that can hurt the quality of the finished product.

For dairy plants wishing to carry the USDA grade shield on retail packages, to sell to the government under the price support program, or to have products graded at terminal markets, a survey is made to determine the company's eligibility for official grading. A similar survey is then required twice a year to maintain this eligibility; a list of approved plants is published.

More frequent surveys—every 90 days—are made of plants manufacturing nonfat dry milk.

If defects are found during any of these surveys a follow-up check is required to help management make

the necessary improvements.

Resident Grading

The Resident Grading and Quality Control Service is a third program offered to the industry. It is designed to provide "in-processing" inspection—including checks on raw material and the effectiveness of production procedures.

The grader, a highly-trained dairy technologist, continuously watches the processing and packing; this protects the consumer as well as the producer and processor.

A survey must show that the plant meets USDA specifications, before it can get this service.

Laboratory Service

The fourth type, laboratory service, consists of analytical and quality control tests, including all chemical and bacteriological determinations essential in evaluating class, quality, condition, and keeping properties of dairy products.

The lab is used not only for product grading; technicians will help any plant analyze its products. These official tests are used by plant managers as checks on the accuracy of their own plant's tests.

The Dairy Division has laboratories in Chicago and Syracuse, a cooperative agreement with the University of Washington laboratory, and a contract with a San Francisco commercial lab—which means prompt service for any plant in the nation.

These four programs serve both the dairy industry and the consumer by helping to improve the quality, the manufacture, and distribution of dairy products.